

In the Claims

Below is a list of current claims with status identifiers.

1. (Currently amended) A visual indicia for facilitating computer based access of a network by a consumer, comprising:

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5 a machine readable code disposed on a surface having encoded therein information as to a product that is provided by the product manufacturer and physically associated with the product itself, or a service, which machine readable code has no routing information contained therein to allow a user to access any location on a network, and which machine readable code has a relationship to the product or service unrelated to routing information; and

10 a visual indicia disposed on said surface in a predetermined proximate visual orientation to said machine readable code, such that the machine readable code and the visual indicia together form a defined composite visual appearance, indicative of a relationship between said machine readable code and the presence of a location on a network and that such location on the network can be accessed by a computer having an appropriate input device for reading said machine readable code, such that reading of said machine readable code by said input device will connect the computer to the location, and wherein the visual indicia has no relationship to the product or service indicates only that scanning of the machine readable code will cause computer based access of the network.

15 2. (Original) The indicia of Claim 1, wherein said visual indicia is not machine readable.

3. (Original) The indicia of Claim 1, wherein said machine readable code represents a product.

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4. (Currently amended) The indicia of Claim 3, wherein said machine readable code is disposed directly on a product.

5. (Original) The indicia of Claim 3, wherein said machine readable code is disposed in close association with said product.

6. (Original) The indicia of Claim 3, wherein said machine readable code is a UPN.

7. (Original) The indicia of Claim 3, wherein the machine readable code is an ISBN.

8. (Original) The indicia of Claim 3, wherein the machine readable code is an EAN.

9. (Previously presented) The indicia of Claim 1, wherein the input device for reading said machine readable code is a scanner.

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